

Data for Annual Report + 1995 Earnings release

shipment

Nielsen

1995 PM vol	221.794	% chg	1.1	
Ind vol	481.204		-1.7	
PM share		46.09		
Ind Prem share	1995	69.94 69.96	+2.49	47.3 / +1.15pts vs 1994
	1994	67.47		
	1993	63.21		
1995 Ind Premium		336636 billion		
PM vol	221.794			
PM Prem	183.349			
PM Disc	38.445			
% prem		82.67%	+1.94	vs 1994

1994 Ind Premium		330391	+6245 ⁹⁵	vs 94
PM vol	219.400			
PM Prem	177.128		+6221 ⁹⁵	vs 94
PM Disc	42.271			
% prem		80.73%		
PM share	44.80		reported 80.7 in earnings	46.16

1993				
PM vol	194.715			
Prem	144.886			
Disc	49.828			
% prem		74.41%		

	1995	1994		1995	1994	
Marlboro share	year	30.10	+1.97pts	30.69	28.57	+2.1
OPB share				8.93		

Marlboro share	4Q 1995	31.59
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Basic share of discount - Nielsen

1995 Year	15.76	15.8
1994 Year	14.49	14.5
	+1.27	+1.3

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